

LEO BURNETT U.S.A.

a subsidiary of Leo Burnett Worldwide, Inc.

Ad No. 121, "DEEPLY REWARDING" - Rev. No. 72279 - Pages 394 x 514 (color) - 4 1/2 - Sunday Supplement, 1987

1A1

Printed in U.S.A.



The beauty of our filter  
is a quarter-inch deep.

And that small recess  
keeps your lips from  
touching the tar that  
builds up on the filter.

Flush filters can't do  
that. Which is why  
Parliament Lights are  
so tastefully light.

And the source of such  
deep-seated pleasure.



Only Parliament Lights has  
the famous recessed filter.

Available in  
Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1987

Kings: 9 mg "tar," 0.9 mg nicotine—100's; 10 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Dec. 87.

